

***Division of Support Services
Financial Services Department***

7375 Powell Road • Wildwood, FL 34785 • Phone (352) 689-4435 • FAX: (352) 689-4436
Website: <http://sumtercountyfl.gov>



Memo

To: Tourist Development Council Committee Members
From: Tina Chavez, Financial Services
Date: October 22, 2010
RE: Wildwood Winter Wonderland – December 3 thru 5, 2010

Application Due: October 8, 2010

Submittal Date: October 21, 2010 (City of Wildwood was not aware of due date until 10/4/10)

Event Organizer: City of Wildwood with
Wildwood Winter Wonderland Committee

Prior TDC Funds Received: \$ 0.00 (New Event)

Request amount: \$13,000

Required Matching: No, \$8,650 (\$3,000 funding, \$4,000 sponsorship, \$600 estimated booth rental, \$1,050 estimated concessions)

Recommended Funding: \$8,650 (Higher amount would be considered if in-kind information was provided or higher matching funds)

Art Bisner
Financial Services Manager
7375 Powell Road
Wildwood, FL 34785
(352) 689-4435
Doug Gilpin, Dist 2
Chairman
(352) 689-4400
7375 Powell Road
Wildwood, FL 34785

Bradley S. Arnold,
County Administrator
(352) 689-4400
7375 Powell Road
Wildwood, FL 34785
Don Burgess, Dist 3
Vice Chairman
(352) 689-4400
7375 Powell Road
Wildwood, FL 34785

Sandra Howell,
Assistant County Administrator
(352) 689-4400
7375 Powell Road
Wildwood, FL 34785
Garry Breeden, Dist 4
(352) 689-4400
7375 Powell Road
Wildwood, FL 34785

Richard "Dick" Hoffman, Dist 1
(352) 689-4400
7375 Powell Road
Wildwood, FL 34785
Randy Mask, Dist 5
2nd Vice Chairman
Home: (352) 793-3930
Office: (352) 689-4400
7375 Powell Road
Wildwood, FL 34785

Application Complete: No

Missing items: 1) Estimation on number of room sales this event will generated. 2) Contracts/cost estimations with sale, concession, entertainment or advertisement vendors. 3) Agreements with local hotels. 4) 50/50 or 50/25/25 match. 6) Identification of current sponsors/funding sources.

**SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL
GRANT APPLICATION FORM AND INSTRUCTIONS**

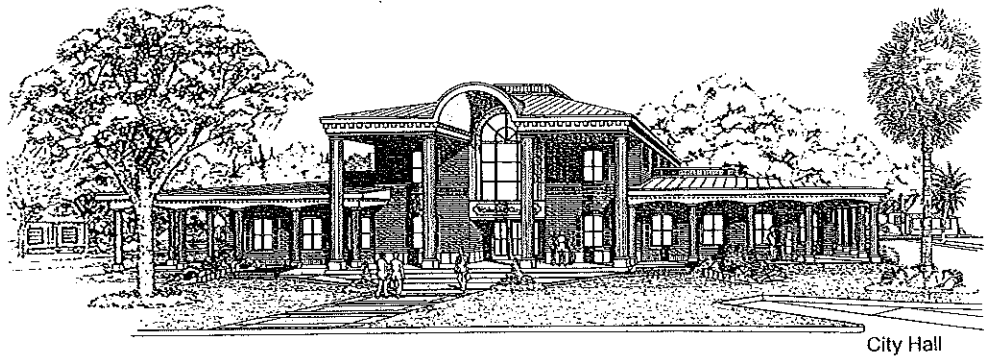
For consideration by the Sumter County Tourist Development Council, please make sure your application is filled out completely and accompanied by the following information. If any item is not applicable, indicate N/A over the checkbox.

- N/A ☐ Articles of Incorporation (except government entities);
- ☒ Letter of non-profit tax-exempt status as well as completed IRS Form 990 Return of Organization Exempt from Income Tax
- ☒ IRS Form W-9 Request for Taxpayer Identification Number and Certification
- N/A ☐ TDC Final or Interim Report (for previous TDC grantees only);
- ☒ Written authorization on official organization letterhead for AUTHORIZED AGENT to act on behalf of Applicant;
- ☒ Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- ☒ Sponsorship package; *NOT READ yet*
- ☒ Complete project event budget;
- ☒ Three support documents (letter of recommendation, programs, brochures, media articles, etc.); N/A
- N/A ☐ Capital Improvement Projects must include a draft diagram of the project and include any specifics that will assist the TDC and BOCC in the approval process. All Capital Improvement Projects must meet all zoning and permitting regulations including applicable architectural and engineering requirements. N/A
- N/A ☐ All written agreements involving media, hotels/motels and venue contracts/leases.

Please submit your application in a format using dividers or tabs for the items outlined above along with this form. When completed, please be sure to mail sixteen (16) fully completed Application Form Packets (one signed/stamped original and fifteen copies) with attachments along with all items on the checklist to:

Sumter County Tourist Development Council
C/O Sumter County Board of County Commissioners
Financial Services Department
7375 Powell Road
Wildwood, FL 34785
Phone: (352) 689-4435
Fax: 352-689-4436

City of
Wildwood,
Florida



Area Code: 352
SUNCOM Prefix: 668
ZIP Code: 34785

CITY HALL

100 N. Main Street
330-1330 Phone
330-1338 Fax

CITY MANAGER

Extension 109

CITY CLERK/FINANCE

Extension 100

PERSONNEL

Extension 103
330-1339 Fax

CUSTOMER SERVICE

(Utility Accounts)
Extension 130

BUILDING SERVICES

Code/Inspections/Permits
Extension 131
330-1334 Fax

DEVELOPMENT SERVICES

Planning/Zoning/Concurrency
Extension 118
330-1334 Fax

TDD

Extension 130

LIBRARY

310 Palmer Drive
748-1158

COMMUNITY CENTER

6500 County Road 139

POLICE

100 E. Huey Street
330-1355
330-1358 Fax

ANIMAL CONTROL

WOOD WASTE

601 W. Gulf-Atlantic Hwy.
330-1345

REFUSE / STREETS

410 Grey Street
330-1343
330-1353 Fax

WASTEWATER

1290 Industrial Drive
330-1349
330-1350 Fax

WATER

801 E. Huey Street
330-1346
330-1347 Fax

October 14, 2010

Sumter County Tourism Development Council
7375 Powell Road
Wildwood, FL 34785

RE: 2010 GRANT APPLICATIONS (TDC)

Dear Council Members:

The City of Wildwood will be hosting its first annual Wildwood Winter Wonderland this year at the Millennium Park Community Center. A Wildwood Winter Wonderland Volunteer Committee has been established and will work hard in producing a family fun-filled holiday event for all to enjoy.


Through the use of advertising, our event will bring in visitors from throughout Sumter County, our surrounding counties, and other areas of Florida. The goal of this first time multi day event is to create a basis for an annual event that will continue to grow and attract not only local residents, but tourists as well.

The event will consist of vendors selling food, arts, and crafts. It will also give people the opportunity to enjoy carnival rides and games. The event will also have live entertainment and a sock hop for people to participate in. We encourage all non-profit groups to set up booths to make money for their causes and to provide food and fun for this event.

During this economic downturn, the City's budget is extremely tight this year. We have had to lay off several employees and cut a lot of capital improvement items from the budget. This is why we hope that you will consider our request for funding this year.

We thank you in advance of our request. We want to give the community of Wildwood and Sumter County a fun-filled family event that can be enjoyed by all.

Respectfully,


Robert Smith
City Manager, City of Wildwood
RS:pl

90052



Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14
R. 04/05
05/11/07

85-8013813269C-2

Certificate Number

06/25/2007

Effective Date

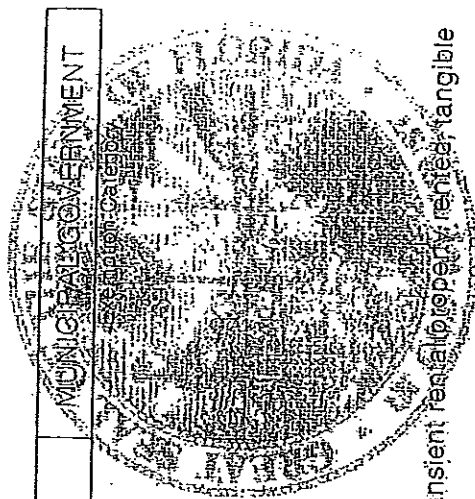
06/30/2012

Expiration Date

MUNICIPAL GOVERNMENT

This certifies that

CITY OF WILDWOOD
100 N MAIN ST
WILDWOOD FL 34785-4047



is exempt from the payment of Florida sales and use tax on real property rented, transient rental property, tangible personal property purchased or rented, or services purchased.

Request for Taxpayer Identification Number and Certification

Give form to the
requester. Do not
send to the IRS.

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) City of Wildwood	
	Business name, if different from above City of Wildwood	
	Check appropriate box: <input type="checkbox"/> Individual/Sole proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶	
	<input checked="" type="checkbox"/> Other (see instructions) ▶ Municipal Government	
	<input type="checkbox"/> Exempt payee	
Address (number, street, and apt. or suite no.) 100 N Main Street		Requester's name and address (optional)
City, state, and ZIP code Wildwood, FL, 34785		
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number	
OR	
Employer identification number	
59	6000450

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here	Signature of U.S. person ▶ <i>Joseph Jacoby, City Clerk</i>	Date ▶ <i>10/13/10</i>
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

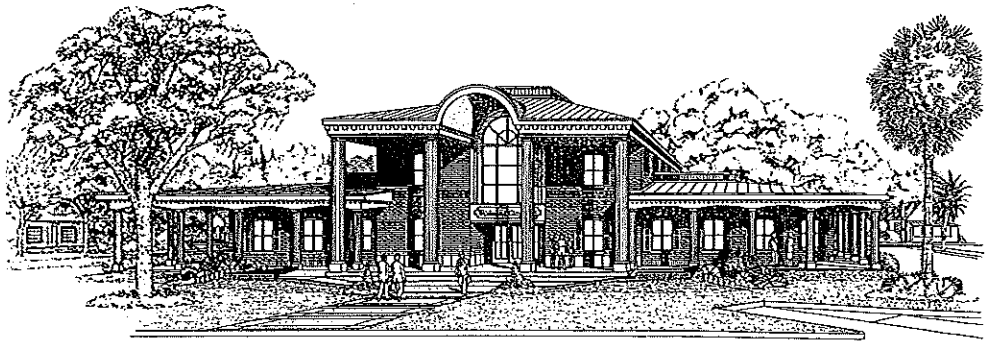
- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

*City of
Wildwood,
Florida*



City Hall

wildwood-fl.gov

Area Code: 352

Zip Code: 34785

CITY HALL

100 N. Main Street

330-1330 Phone

330-1338 Fax

CITY MANAGER

Extension 109

CITY CLERK/FINANCE

Extension 100

HUMAN RESOURCES

Extension 103

330-1339 Fax

CUSTOMER SERVICE

(Utility Accounts/TDD)

Extension 130

BUILDING SERVICES

Code/Inspections/Permits

Extension 119

330-1334 Fax

DEVELOPMENT SERVICES

Planning/Zoning/Concurrency

Extension 118

330-1334 Fax

**PARKS & RECREATION
COMMUNITY CENTER**

Reservations:

Extension 114

POLICE

100 E. Huey Street

330-1355

330-1358 Fax

WOODWASTE

601 W. Gulf-Atlantic Hwy.

330-1345

REFUSE / STREETS

410 Grey Street

330-1343

330-1353 Fax

WASTEWATER

1290 Industrial Drive

330-1349

330-1350 Fax

WATER

801 E. Huey Street

330-1346

330-1347 Fax

October 21, 2010

Sumter County Tourist Development Council
C/O Sumter County Board of County Commissioners
7375 Powell Road
Wildwood, FL 34785

RE: City of Wildwood
Winter Wonderland Festival

Dear Council Members,

The City of Wildwood has established a Wildwood Winter Wonderland Committee. The Chair of this Committee, Barbara Kane, would be the point of contact for the event. This is her contact information.

Barbara Kane
Wildwood Winter Wonderland Committee
352-815-0488
sumterfair@aol.com.

Respectfully,

Robert Smith, City Manager
CITY OF WILDWOOD FLORIDA

RS:dtk

c: Jason Hargrove, COW Parks & Recreation Coordinator

WILDWOOD WINTER WONDERLAND

December 3rd, 4th, & 5th, 2010

Team Member List

Barbara Kane: Team Leader 352-815-0488 sumterfair@aol.com

Roger Kane: Parade, Security 352-603-0999 taxman31146@aol.com

Chris Maggio: Logistics, Food Concessions 352-303-5807 cmpaper03@aol.com

Melanie Maggio: Command Center 352-748-4955 mmagg36@aol.com

Joe Capporelli: Entertainment, liaison with Veterans, Oversee Parking 352-250-5120

Tammie Martin-BBant Bank, Financial, Command Center, 352-303-5067 tcmartin@bbant.com

Rose Davis-Advertisement and promotions, sumtereditor@aol.com 352-793-1671

Don Orem- Sponsors 793-3807

WILDWOOD WINTER WONDERLAND

October 13, 2010

Dear Commission:

We are a new event team to the 2010 Wildwood Winter Wonderland and we are very excited and looking forward to showing our community a great time. We have started a little late in the game but we have a great team with such wonderful suggestions and so much enthusiasm we met last night and it was three hours just getting things out there. So be ready were going to bring it on.

We wanted this event to help the community where most of us live and many of us have grown up at. There are so many worthy things we could help but we thought of our veterans, most of us have family members or friends that have been in the service and may still be serving our wonderful country. I myself have a flag on my mantle home, that once lay across my brothers grave during the Viet Nam era. A husband, father, son and brothers who served our country and without doubt some of the most proudest folks in the world. Saying that they much rather we take their cause so we have decide we will be challenging are community to help us help those that need all of us, so instead admission fees how about a can of food for those hungry neighbors or a toy for the Marine Corps Toys for to Tot program .

I would like to request the December 3rd, 4th, and 5th for the Wildwood Winterfest. We are hoping to receive the same commitment from the City as always.

We hope that you will join us.

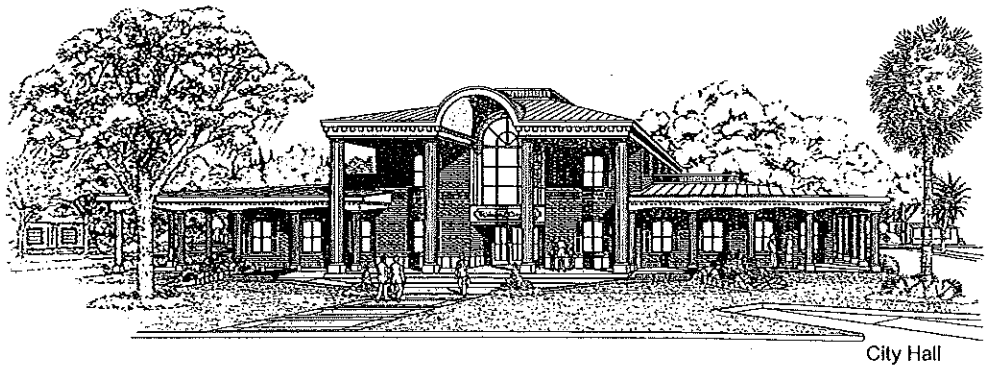
Thank you again for your continued support for this event.

Sincerely,



Barbara Kane, Team Leader

*City of
Wildwood,
Florida*



wildwood-fl.gov

Area Code: 352

Zip Code: 34785

CITY HALL

100 N. Main Street

330-1330 Phone

330-1338 Fax

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330-1353 Fax

WASTEWATER

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330-1350 Fax

WATER

801 E. Huey Street

330-1346

330-1347 Fax

October 21, 2010

Sumter County Tourist Development Council
C/O Sumter County Board of County Commissioners
7375 Powell Road
Wildwood, FL 34785

RE: City of Wildwood
Winter Wonderland Festival

Dear Council Members,

The City of Wildwood Community Center/Storm Shelter has been reserved for the Wildwood Winter Wonderland from December 3-5, 2010.

Since this is a not for profit event and benefits the entire community, I have waived the reservation fees for this event.

Respectfully,

Robert Smith, City Manager
CITY OF WILDWOOD FLORIDA

RS:dtk

c: Jason Hargrove, COW Parks & Recreation Coordinator

SUMTER EXPRESS

"Sumter County's Local News Source"

10/21/10

Jason Hargrove

To Whom It May Concern

As the Publisher/owner of the Sumter Express Newspaper and former resident of Wildwood I was asked to serve on the Wildwood Winter Wonderland (WWW) Volunteer Committee for 2010 to help promote the event for the Wildwood Community. As a (WWW) committee person I have agreed to serve, support and promote the 2010 Wildwood event in any way that I can to assure that Wildwood has the best event we can give as a volunteer committee. The Sumter Express will promote the (WWW) with advertisements and news articles. I will also prepare event news releases that will be sent to all area media outlets to promote the Wildwood event. I have met with the new (WWW) committee two times - this group seems 100 percent dedicated to making the (WWW) a success. Any and all support for the event is much appreciated.

Respectfully,

Rose Davis

Rose Davis
Publisher/owner
Sumter Express Newspaper

sumtereditor@aol.com



Branch Banking and Trust Company

Bushnell Office
1128 N. Main St.
Bushnell, FL 33513
352-569-9100
352-569-0174 fax

October 21, 2010

Attn: Jason

This letter is to inform you that Branch Banking and Trust (BB&T) is a supporter of the Wildwood Winter Wonderland event. We believe that this is an event that is good for the City of Wildwood as well as for Sumter County.

If you should have any questions that I may be of assistance with please feel free to contact Tammie C. Martin.

Sincerely,

A handwritten signature in black ink, appearing to read "Tammie C. Martin", with a long, sweeping horizontal line extending to the right.

Tammie C. Martin
FCL Bushnell Office

Team: Barbara Kane- Oversee, Rides
Roger Kane- Parade, Security
Chris Maggio- Logistics, Food Concessions
Melanie Maggio- Command Center
Joe Capporelli- Entertainment, Liaison with Veteran, Oversee Parking
Tammie Martin- BBT Bank, Financial, Command Center
Rose Davis -Advertisement, Promotion
Don Orem- Sponsorship

The events name is changing from the Wildwood Winterfest to **WILDWOOD WINTER WONDERLAND**

The event will be free

The mission of the event is to challenge our community to help us help those whom maybe less fortunate then we are. Toy drive for the Marine Corp **TOYS FOR TOTS**

December 3, 2010 Opening 6:00 pm with a military Marine color guard with an illuminate American Flag.

6:30 tree lighting and tree blessing Emory King

7:00-9:00 major entertainment

December 4, 2012- Parade 10:00

Kids decorating Christmas Bulb for the tree

Rides open at 11:00

Soccer team awards to be presented

Sumter Cruisers

3:00- 5:00 Kid Karaoke

5-7 pm Sock Hop and dance contest with Elvis Presley Impersonator

8-10 pm premium entertainment

December 5, 2012 10:00 Country Christmas Carol Choir

**SUMTER COUNTY
TOURIST DEVELOPMENT GRANT APPLICATION**

A. Event Name: Wildwood Winter Wonderland

B. Sponsoring Organization: City of Wildwood

Mailing Address: 100 N. Main St.
Wildwood, FL 34785

E-mail address rsmith-wildwood@cfl.rr.com

C. Organization Official/Title (President, Director, etc.)

Signature [Signature]

Title City Manager

Telephone (work) 352-330-1330 ext. 110 (home/cell)

D. Who will be in charge of this event? Barbara Kane

Phone (work) 352 793 2750 (home/cell) 352 815 0488

E-mail address sumterfair@aol.com

E. Who will be financially responsible for this event?

Name: Tammie Martin

Title: Finance Rep.

Phone (work) 352 569 9100 (home/cell) 352 303 5067

E-mail address TCmartin@BBandT.com

F. Describe the event: 3 day event w/ major concert

No charge, challenging County to fill Christmas
Sled with taps for Toys for Tots

G. Location of event: Wildwood Community Center

H. Date and times of event: 12/3 6p-10p, 12/4 11a-11p, 12/5 9a-12p

I. Total room dollars expected to be generated this event:

Total Rooms _____ X the number of nights _____ X the average room rate = Total Dollars \$ _____.

J. Amount of Tourist Development Tax generated by this event:

Total Dollars from I. above \$ _____ X .02 = \$ _____.

K. Estimate of the total economic impact of the event on the County:

N/A

L. How many years has this event existed? - 0 -

M. Has the event received Tourist Development Tax funds in the past?

Yes _____ No ☒

If yes, what year(s) _____ and amount(s) _____.

N. Is this the first time this event has been held in Sumter County, Florida?

Yes ☒

No _____ if no, when was the last time it was held in Sumter County? _____.

O. Describe previous experience of applicant in events similar to this event.

NA

P. For recurring events, please provide the following past two years information regarding this event:

	Year 1	Year 2
Month/Year	N/A	N/A
City	N/A	N/A
Lodging Facility	N/A	N/A
Verifiable Room Nights	N/A	N/A

Note: Attach clippings or copies of newspaper, magazine, or professional periodicals showing coverage of event(s), which may be beneficial to the TDC in making its recommendation. Also give a description of television, radio, or other coverage received.

We have not done any advertisement

Q. Estimated number of attendees staying overnight for proposed event NA.

R. Have you reserved rooms at a lodging facility?

Yes _____ No ☒

If yes, Name of Facility _____

Number of rooms reserved _____

Lodging Facility room rate \$ _____

S. Who will be in charge of the Lodging Facility arrangements? Barbara Kane

How will this be handled? For example: A. Block of rooms held and rooms are assigned by the host organization; B. Individuals will make their own arrangements; C. Other.

Explain Unsure

T. Does the event itinerary include formalized breakfast, lunch or dinner in local restaurants or catering by local business for event? Explain and include documentation.

Unsure

U. Are any local attractions being included in the itinerary for this event such as: (Attach documentation supporting this information. An Email blast to attendees highlighting local attractions will be acceptable. (TDCadmin@sumtercountyfl.gov must be copied on email to verify.) Attendance at one of the below must be included in agenda of the proposed event to be eligible. Failure to place added attractions in the event agenda may result in reduced award.)

☐ Attend a local play, concert, or dance performance

☐ Visit a local nature based activity (i.e. Dade Battlefield Nature Trails, etc.)

☐ Visit local historical settings (i.e. Federal Cemetery, Dade Battlefield, Etc.)

☐ Other N/A

V. Are local businesses being used during the production of this event (i.e. printing, catering, etc.)? Explain:

Printing, VFW IN THE VILLAGES

W. Does this event incorporate activities that add to the environment such as landscaping (plant trees, shrubs, flowers, or liter pickup, etc.) or any other socially charitable contribution (table arrangements to local hospitals or care centers, financial donation to local charitable organization, etc.)? This item must be included on the agenda to be accepted.

Explain:

yes

TOYS FOR TOTS, FOOD FOR FOOD BANKS
IN SUMTER COUNTY

X. Is the sponsoring organization a certified small minority business within its state of jurisdiction? If so indicate the state in which it is certified and include either the website to verify the certification or a copy of the certification.

N/A

No ☐ Yes ☐ State of Certification _____

Y. How did you learn about the Sumter County Tourist Development Tax Grant Program?

_____ Newspaper (which newspaper? _____)

_____ Magazine (which magazine? _____)

_____ Word of mouth

☒ Former grant applicant *other entity*

_____ Other _____

Describe the marketing Plan for event. Include Promotional/Advertising plans for both in and out of county (use additional sheets).

FLYERS, NEWSPAPER, RADIO ADVERTISEMENT

Z. If your event is profitable; would you be willing to return all or a portion of the grant to the Sumter County BOCC? Please explain your answer.

No money would be donated back to our community

ORGANIZATIONS MUST HAVE MATCHING FUNDS *NA*

Please check the appropriate match:

50% Tourist Development / 50% cash match _____

50% Tourist Development / 25% cash match / 25% in-kind match _____

If in-kind matching is used, specify type: _____

EVENT/PROJECT BUDGET OUTLINE

EVENT/PROJECT NAME Wildwood Winter Wonderland

	Previous Year's Revenue & Expenses	Current Projected Revenues & Expenses
<u>LIST ALL REVENUE</u>		
Admissions	_____	<u>0</u>
Concessions	_____	<u>1050</u>
Sponsorships	_____	<u>4,000</u>
Booth Space	_____	<u>600</u>
Advertising Revenue	_____	_____
Sale of Promotional Items	_____	_____
TDC Grant	_____	<u>13,000</u>
Other: <u>50/50</u>	_____	<u>3,000</u>
Total Revenue	\$ _____	\$ <u>21,650</u>
<u>LIST ALL EXPENSES</u>		
Administrative	_____	<u>120</u>
Advertising/Promotions	_____	<u>8500</u>
Printing	_____	<u>300</u>
Promotional Items	_____	_____
Concessions	_____	_____
Awards	_____	<u>125</u>
Travel	_____	_____
Talent	_____	<u>9,500</u>
Other: <u>Porta Toilets</u>	_____	<u>620</u>
Total Expenses	\$ _____	\$ <u>19,165</u>
NET PROFIT/LOSS	\$ _____	\$ <u>2,485</u>

PLEASE INCLUDE THE OVERALL EVENT BUDGET. UPON THE AWARD OF TOURIST DEVELOPMENT TAX GRANT FUNDS, A BREAKDOWN OF THE BUDGET BETWEEN TOURIST DEVELOPMENT FUNDS, CASH, AND IN-KIND EXPENDITURES WILL BE REQUIRED. BELOW IS AN EXAMPLE OF THE BREAKDOWN THAT WILL BE REQUIRED

EVENT BUDGET SUMMARY

Funding Sources other than requested from Tourist Development Tax Grant Program

Source:	Amount
<u>Sponsor</u>	<u>4000-</u>
<u>Booths</u>	<u>600-</u>
<u>50150</u>	<u>3000-</u>
Total of other funding sources	<u>7600-</u>

Please place a budget amount in each applicable box. In blank spaces provided, please add in any items that will be included in complete budget.

Organization: _____

Event: Wildwood Winter Wonderland

Event Dates: 12/3 - 12/4

Official Signature: Barbara Kane

	TOURIST DEVELOPMENT FUNDS	CASH	IN-KIND	TOTAL
PRINTING		<u>300-</u>		<u>300</u>
POSTAGE		<u>120</u>		<u>120-</u>
MEDIA/ADVERTISING/PROMOTION	<u>6500-</u>	<u>2000</u>		<u>8500-</u>
LOCAL TRANSPORTATION				
TRAVEL EXPENSES				
REGISTRATION				
RENTAL OF FACILITY				
List any other expenses below				
<u>Entertainment</u>	<u>6500</u>	<u>3000-</u>		<u>9500-</u>
TOTAL				<u>18420-</u>

APPLICATION CERTIFICATION

I have reviewed the TOURIST DEVELOPMENT TAX GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that the TDC/BOCC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC/BOCC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. All third parties are hereby put on notice that the TDC/BOCC will not be responsible for payment of any costs or debts for the event that are not paid by the grant application.

ROBERT SMITH

Authorized Agent

CITY MANAGER

Title

10-14-10

Date


Authorized Agent Signature

APPLICATION CERTIFICATION

I have reviewed the TOURIST DEVELOPMENT TAX GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that the TDC/BOCC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC/BOCC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. All third parties are hereby put on notice that the TDC/BOCC will not be responsible for payment of any costs or debts for the event that are not paid by the grant application.

Barbara Kane

Authorized Agent

Team Leader

Title

10-20-10

Date

Barbara Kane

Authorized Agent Signature

EXHIBIT A
EVENT HISTORY STATUS REPORT

N/A

Event Name: New Event

Organization: _____

.....

Date: _____

Overall Status:

Tourist Development Awarded Amount: _____

Revenue Amount Generated to Sumter County: _____

.....

Date: _____

Overall Status:

Tourist Development Awarded Amount: _____

Revenue Amount Generated to Sumter County: _____

.....

Date: _____

Overall Status:

Tourist Development Awarded Amount: _____

Revenue Amount Generated to Sumter County: _____

.....

Please list the years from most recent to least recent. Ex.: 2009 first section, 2008 second section, etc.

EXHIBIT B
ROOM NIGHT CERTIFICATION

TO: Accommodation General Manager and/or Director of Sales

The purpose of this form is to quantify the actual number of room nights utilized in Sumter County for this event. Your internal correspondence or documentation on this Room Night Certification Form is critical for the event's receipt of grant funds.

Hotel/Location: N/A

	TRACKED ROOM NIGHTS
ORGANIZATION NAME:	
EVENT NAME:	
DATE(S) OF EVENT:	
PAID ROOM NIGHTS:	

Please provide any comments:

Hotel Representative

Signature: _____
I certify the organization/event listed above utilized the reported Room Nights.

Print Name: _____ Title: _____

Telephone Number: _____ Email: _____

Your cooperation in completing this form is greatly appreciated. For additional information please contact the Financial Services Department at (352) 689-4435.

Wildwood Winter Wonderland Event

December 3,4th, 2010

Vendor Application

Rules and Regulations:

- * Each Booth size will be 12'x12' (Make sure that your displays, items, and trailer fit this area) Concession sizes will be 20'x20'.
- * There is currently no electric supplied at the event. All electric must be brought by the applicant.
- * Exclusive rights to sell a particular item(s) will be determined by the Festival Committee
- * The City of Wildwood reserves the right to ban the sale of all hair paints, aerosol spray, silly string, guns, knives, items that have certain language, etc. during or before the Winter Wonderland event.
- * All applicants are personally responsible for any damages or injury to their person or their property that may result in any way from their operation or display during the Winter Wonderland Event.
- * The applicant agrees upon the signing and return of this application, not to hold the City of Wildwood liable in any way from injury to person(s)/property which results from their operation/display at the Winter Fest.
- * All applications received after December 1st, 2010 will be charged a late fee of \$20.00
- * Upon receipt of your application we will call to confirm. Please also see our sponsorship opportunities and parade application.

All Checks should be made payable to Wildwood Winter Wonderland Event

Please complete the application and mail to the address below. Be sure to enclose your fee for your booth.

Event held at the Wildwood Community Center 6500 CR 139 Wildwood 34785

Post Office Box 191

Webster, FL 33597

email: wwwrbk2010@aol.com

Phone: 352-638-0999

Fax: 352-793-8001

An Official City of Wildwood Event

**Wildwood Winter Wonderland Event
December 3,4th, 2010**

Vendor Application

Business Name: _____ Contact Name: _____

Mailing Address: _____ City: _____ State: _____

Phone: _____ Fax: _____ Email: _____

Type of Booth: _____

By signing this application I, the applicant does hereby understand that I will supply, if needed, my own electrical hookup, i.e. generator, and water, and as the applicant, I am responsible and liable for applicable

Florida licenses such as Sales Tax, Food, and Etc. I also understand that I am responsible for my immediate area at the event in that it remains clean and trash free. I have read and understood the rules and disclaimer, and fully understand and agree to abide by them.

Print Name: _____ Signature: _____ Date: _____

Vendor Type	Without Food	With Food	Total # of Spaces	Total Fees Due
Non-Profit Club and Informational	\$10.00	N/A		\$
Arts and Crafts/Sales	20.00	N/A		\$
Concession Vendors	N/A	\$75.00		\$
Total Amount Due				\$ _____
Total Amount Enclosed				\$ _____

Late fee of \$20.00 will be charged to all applications received after December 1st, 2009

Post Office Box 191
Webster, FL 33597
email: wwwrbk2010@aol.com
Phone: 352-638-0999 Fax: 352-793-8001
An Official City of Wildwood Event

Wildwood Winter Wonderland Event

December 3, 4th, 2010

Parade Application

General Rules and Procedures:

1. Participate!!! Decorate!!! And Celebrate!!!!
2. Line-Up:
 - a. Line up will begin at 8:30 am at the Wildwood High School Bus Loop
 - b. Parade will begin Promptly at 10:00pm
 - c. All participants **MUST** check in at the front gate upon entry.
3. During Parade
 - a. A number will be given to each Participant. This number is to be displayed on the **Drivers** side of each entry.
 - b. There is no throwing candy from moving units. This is a city policy and is very dangerous to children.
 - c. Animals are allowed and encouraged, however walkers must be present with animal at all times and must pick up any messes from their animal.
 - d. There are to be NO SANTA'S. The WWW Team will provide the Official Santa.
4. Trophies:
 - a. Trophies will be give away at the opening ceremonies at the Community Center after the Parade.
 - b. Trophies will be awarded for the following categories:
 - i. Best Float
 - ii. Best Marching/Walking Unit
 - iii. Best Vehicle without Float
 - iv. Best Animal Entry
 - c. Judging will be based on:
 - i. General Effect – including beauty and creativity
 - ii. Originality
 - iii. Theme-oriented
 - iv. Workmanship

Anybody and Everybody is eligible for the parade. Please encourage your group, club, organization, or business to join.

Post Office Box 191
Webster, FL 33597
email:wwwrbk2010@aol.com
Phone: 352-638-0999 Fax: 352-793-8001
An Official City of Wildwood Event

**Wildwood Winter Wonderland Event
December 3, 4th, 2010**

Parade Application

Fill out this application completely and return to the address at the bottom to reserve your spot. Our Parade is free and is a great way to get out to our community, just don't forget to decorate.

Organization Information:

Name of Organization: _____

Contact Person: _____

Mailing Address: _____

Daytime Phone: _____ Evening Phone: _____

Email Address(optional): _____

Parade Classification:

____ Float ____ Walking/Band ____ Military ____ Vehicle/Specialty

Approximate Trailer Length (If applicable): _____

Number of Riders: _____ Number of Walkers: _____

Animals? Y N Music: Y N

Application Deadline: Wednesday November 30, 2010

Post Office Box 191
Webster, FL 33597
email:wwwrbk2010@aol.com
Phone: 352-638-0999 Fax: 352-793-8001
An Official City of Wildwood Event

Wildwood Winter Wonderland Event

December 3-4th, 2010

To our neighbors,

Looking for a way to get your business out to the public? How about sponsoring the City of Wildwoods only annual event!

The event is geared to helping our community. This year we are proud to announce we will represent Toys for Tots and our local food banks.

We are looking for sponsorships for this event and will be sure that all sponsors will be part of all our advertising showing your support of this endeavor.

So please help us make a difference for our fellow neighbors.

If you have any questions we can be reached at 352-638-0999.

Thanks for taking your time to read this letter.

Sincerely,

The 2010 Wildwood Winter Wonderland Event Team

Barbara and Roger Kane, Chris and Melanie Maggio, Joe Capporelli, Tammie Martin,
Dee Dee McCaslin and Rose Davis

The event will be held at the Wildwood Community Center
6500 County Road 139
Wildwood, FL 34785

Post Office Box 191
Webster, FL 33597
email:wwwrbk2010@aol.com
352-638-0999

An Official City of Wildwood Event

Wildwood Winter Wonderland Event

December 3-4th, 2010

Wildwood Winter Wonderland

Sponsorship Package

Business Name: _____ Contact Name: _____

Address: _____ City: _____ State: _____

Phone: _____ Fax: _____

Email: (Optional) _____

Sponsorships are what make this event successful. 100% of the funds go directly to the event for the community to enjoy.

Checks to: Wildwood Winter Wonderland

_____ Package I: \$100.00

- a. Receive name on Sponsorship Board located at Event Entrance
- b. Sign on Sponsorship Float in Christmas Parade

_____ Package II: \$250.00

- a. Receive name on Sponsorship Board located at Event Entrance
- b. Free Booth Space for information
- c. Sign on Sponsorship Float in Christmas Parade

_____ Package III: \$350.00

- a. Name and Logo on all advertisements as presenting sponsor.
- b. Name and Logo on Sponsorship Board
- c. Free booth space for info
- d. Sign On Sponsorship float

Post Office Box 191
Webster, FL 33597
email: wwwrbk2010@aol.com
352-638-0999

An Official City of Wildwood Event